

FORM **SM-44(00)FAS** U.S. DEPARTMENT OF COMMERCE
(10-23-2000) U.S. CENSUS BUREAU**ADVANCE MONTHLY RETAIL
TRADE REPORT**

Public reporting burden for this collection of information is estimated to average 5 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Finance / Administration; Attn: Paperwork Reduction Project - 0607-0104; U.S. Census Bureau; Room 3104, FB 3; Washington, D.C. 20233-0001. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.

NOTICE - Your report to the U.S. Census Bureau is **confidential by law (title 13, U.S. Code)**. It may be seen only by sworn Census employees and may be used only for statistical purposes from which no firm or establishment may be identified. The law also provides that copies retained in your files are **immune from legal process**.

FAX TO  **1-800-447-4613**

ITEM 1 MAILING ADDRESS**ITEM 2 CONTACT PERSON (Name)**

Telephone (Area code, number, ext.)

FAX (Area code, number)

ITEM 3 INSTRUCTIONS FOR REPORTING SALES ITEMS**A. INCLUDE**

- Wholesale sales made by retail establishments covered by this report
- Receipts from layaway purchases
- Receipts from the rental or leasing of vehicles, equipment, instruments, tools etc.
- Receipt from deliveries
- Receipts from installations, maintenance, repairs, alterations, storage, and other such services
- Value of trade-ins taken as part payment for other merchandise
- Excise taxes (such as those on gasoline, liquor, and tobacco) which are levied on the manufacturer or wholesaler and included in the cost of goods purchased by this firm

B. EXCLUDE

- Commissions from vending machine operators
- Nonoperating receipts (such as interest income, income from investments, and receipts from rental or sale of real estate)
- Commissions from sales of government lottery tickets

C. DEDUCT

- Refunds and allowances for returned goods
- The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowance

D. DEFINITION

E-Commerce Sales are sales of goods and services where an order is placed by the buyer or price and terms of the sale are negotiated over an Internet, extranet, EDI, electronic mail, or other online system. Payment may or may not be made online.

E. INDUSTRY SPECIFIC REPORTING INSTRUCTIONS**ITEM 4 SALES AND REPORT PERIOD**

- Report cash and credit sales. If none, enter "0".
- Estimates are acceptable if book figures are not available.
- Include sales from e-commerce if not submitted on a separate monthly report.
- Include leased departments and concessions operated in other establishments and exclude similar operations by other firms in your retail establishments.
- Exclude sales taxes, carrying or other finance charges.

a. Sales(1) **Total Sales** - Report total sales, including e-commerce.(2) **E-Commerce Sales** - Does your firm have e-commerce sales? (See definition in Item 3D.)

☐ **Yes** - Report e-commerce sales or if e-commerce sales not available, enter the percent of total sales in Item 4a.(1) that represents e-commerce.

☐ **No** - Continue with Item 4b.

b. Report period

Mark (X) one box to indicate the period covered by the sales entered in Item 4a.(1).

If other than "Calendar Month" is marked, specify ending date.

c. Do the sales reported in Item 4a.(1) represent book figures or estimates?

Sales for			Sales for		
Mil.	Thou.	Dol.	Mil.	Thou.	Dol.
Percentage			Percentage		
%			%		
1 <input type="checkbox"/> Calendar month 2 <input type="checkbox"/> 4-week period 3 <input type="checkbox"/> 5-week period			1 <input type="checkbox"/> Calendar month 2 <input type="checkbox"/> 4-week period 3 <input type="checkbox"/> 5-week period		
Ending date (Mo./Day)			Ending date (Mo./Day)		
<input type="checkbox"/> Book <input type="checkbox"/> Estimate			<input type="checkbox"/> Book <input type="checkbox"/> Estimate		

ITEM 5 NUMBER OF RETAIL ESTABLISHMENTS

Enter the total number of retail establishments, leased departments and concessions covered by this report.

Number

Number